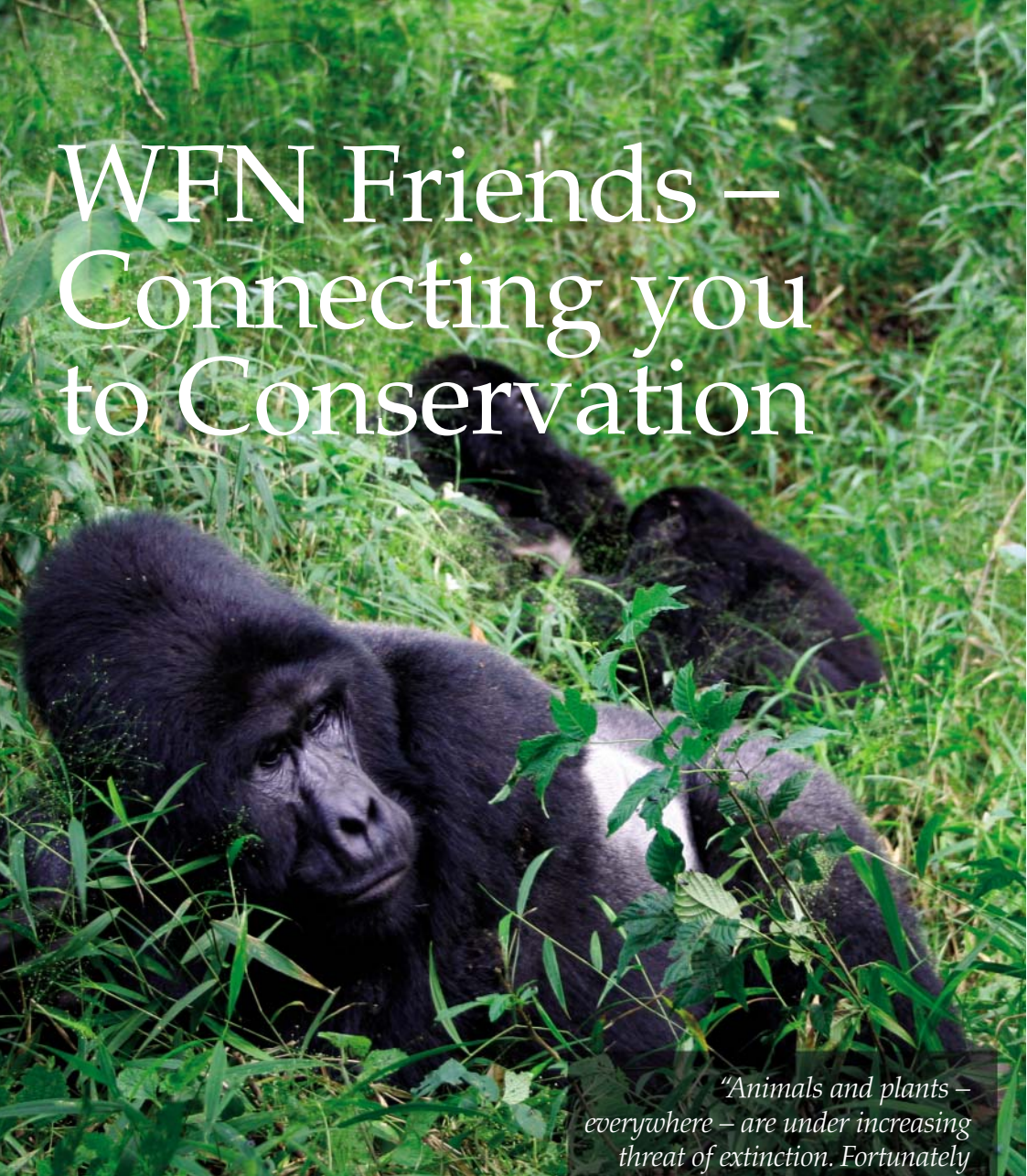


WFN Friends – Connecting you to Conservation

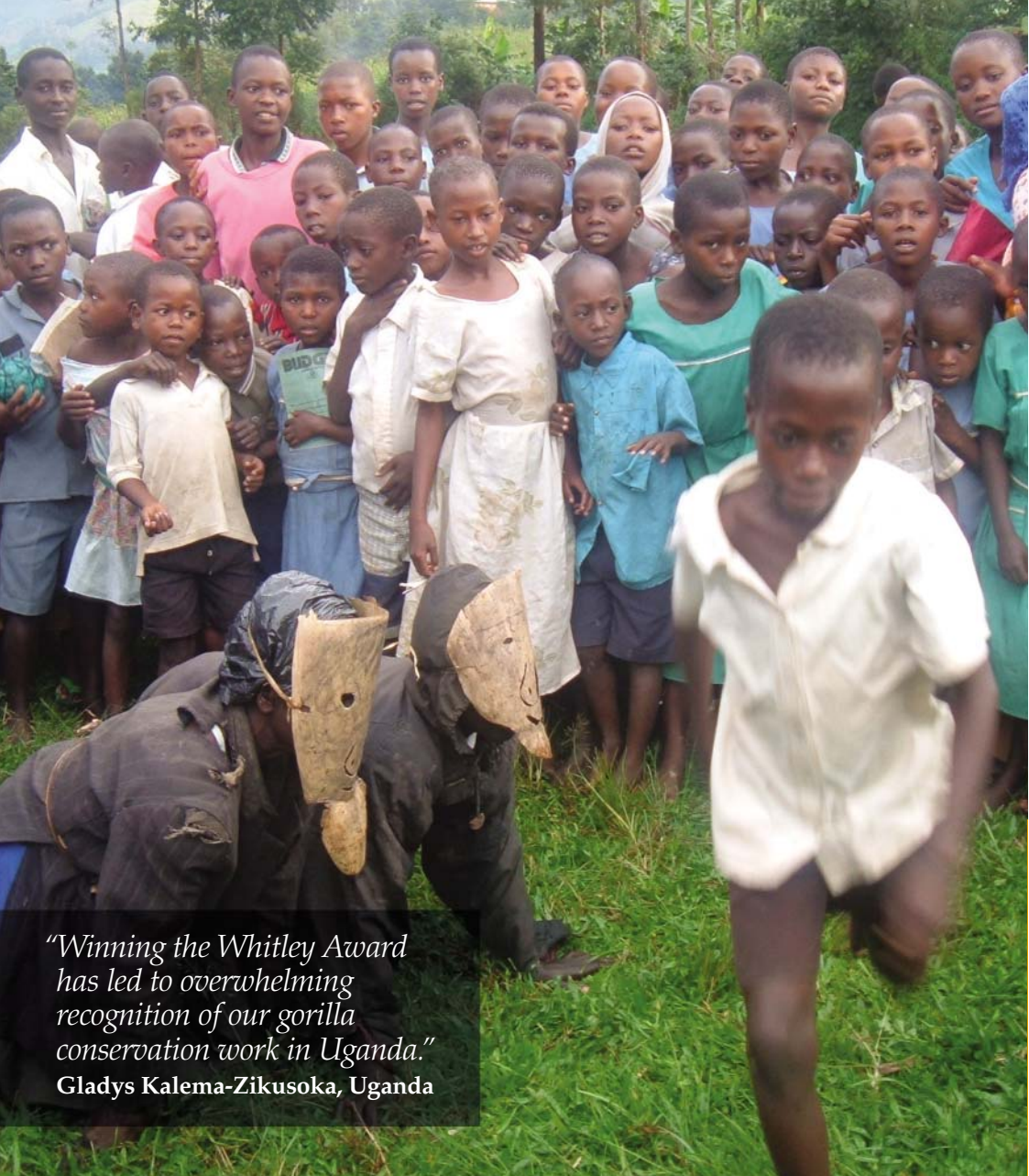


*"Animals and plants –
everywhere – are under increasing
threat of extinction. Fortunately
there are people who are doing
their best to try and prevent that
disaster, and who can articulate
real solutions. The Whitley
Awards are there to help them."*

Sir David Attenborough, Trustee

WFN

WHITLEY FUND FOR NATURE



“Winning the Whitley Award has led to overwhelming recognition of our gorilla conservation work in Uganda.”
Gladys Kalema-Zikusoka, Uganda

Bwindi, Uganda – School children perform a “drama” highlighting how their behaviour can impact the health of their mountain gorilla neighbours. Bwindi Impenetrable Forest National Park, a UNESCO World Heritage Site, is home to around half of the world’s remaining population of the critically endangered mountain gorilla. **2009 Whitley Gold Award winner, Gladys Kalema-Zikusoka**, is carrying out innovative work with the communities living around the park to improve healthcare, education and ecotourism practices focused on reducing the threat of disease spreading from people to gorillas, and vice-versa.

What we do

Over the past 15 years, the Whitley Fund for Nature has supported the work of **over 130 conservationists in 60 countries** – individuals who are making a real and measurable difference to threatened wildlife, local communities and the environment they share.

These are the winners of The Whitley Award for international nature conservation.

A Whitley Award gives recognition and funding to **local leaders** operating in countries where funds for conservation are **most needed** and often **hardest to raise**. These countries are often where the potential gains from action, in terms of the protection of biodiversity, are most significant.

A new generation of outstanding conservationists are recognised annually through the **Whitley Awards**.

- A Whitley Award is a high profile prize worth **£30,000** in project funding over one year.
- Winners are presented with their Awards by WFN Patron, **HRH The Princess Royal** at a prestigious Awards Ceremony, held each May at The Royal Geographical Society.
- The **Whitley Gold Award**, worth an **additional £30,000 over a second year** of funding, is also given annually to the winner whose project is recognised overall as the most outstanding.

A photograph of a snow leopard cub walking across a rocky, uneven terrain. The cub is the central focus, moving from left to right. Its fur is a mix of light tan and white, with dark spots and stripes. The background consists of large, layered rock formations in shades of grey and brown. The lighting is natural, highlighting the texture of the rocks and the cub's fur.

"You only have to listen to the range of projects and the wildlife and environments they affect to realise what that impact can mean, how broadly these Awards spread and how effective they are." HRH The Princess Royal, Patron

Kibber, India – A rare glimpse of a snow leopard. As few as 200 of these beautiful cats are thought to still range the steep slopes of the Indian Himalayas. Trapped and killed in retaliation for taking livestock, they have been feared and misunderstood by local people for centuries, and more recently hunted for illegal trade. Working directly with some of the poorest communities in India, **Charu Mishra** and his team have helped replace fear with tolerance, and now the pilot scheme launched with the **Whitley Award in 2005** has achieved government backing. Simple community-run insurance schemes compensate herders for any livestock they lose to wild predators. Not a single snow leopard has been killed in retaliation since their work began.

How does the Whitley Award help conservationists?

We fund **high impact projects** that are pragmatic, based on proven results, and involve sustained community engagement alongside scientific rigour.

Winners are selected after a detailed competitive assessment culminating in a face-to-face interview with a panel of conservation experts. Winning a Whitley Award is difficult, but for those who win, it can have a life-changing impact on their work.

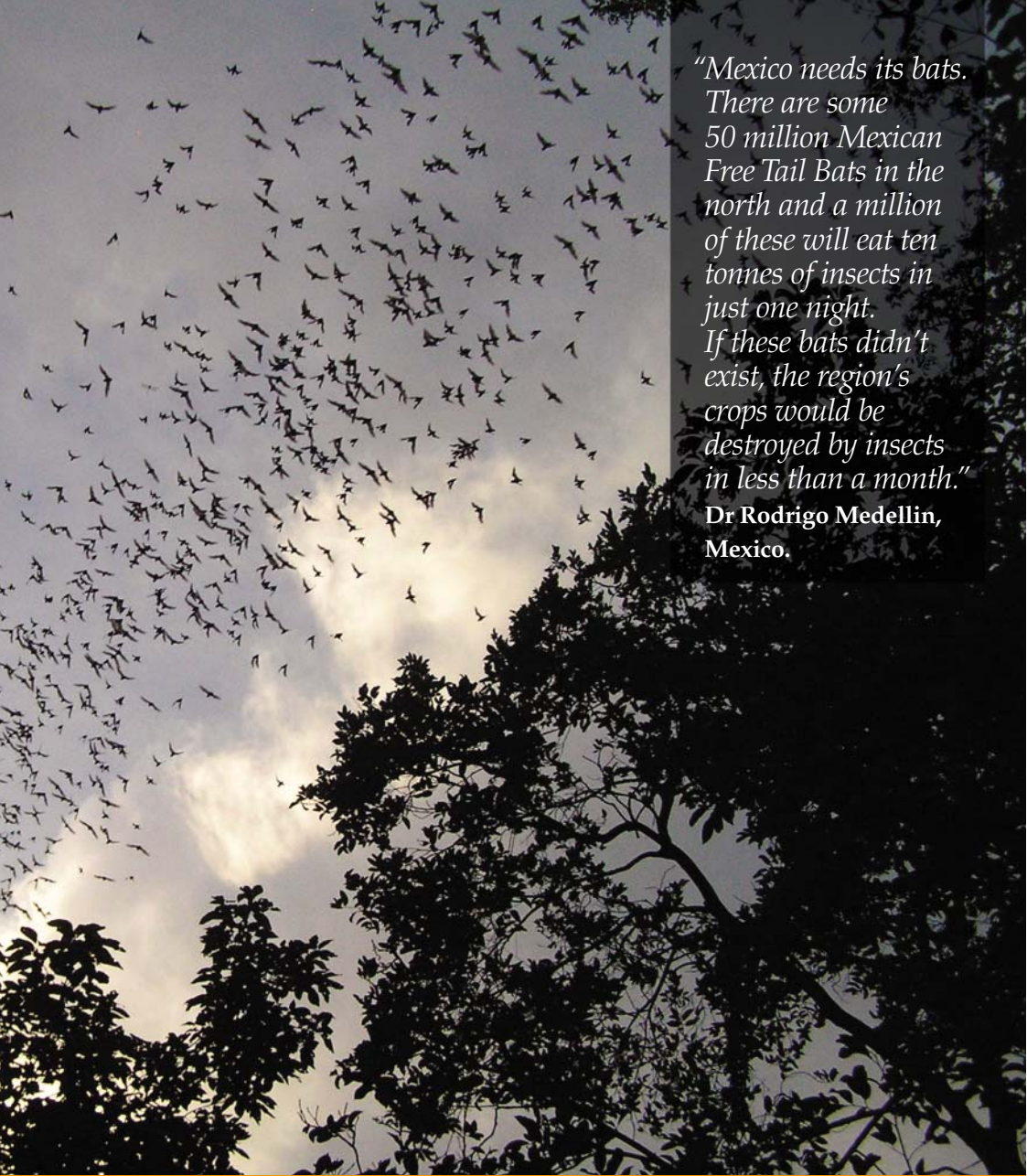
A Whitley Award boosts project profile locally and internationally, provides funding to scale up proven methods, and presents new opportunities in contacts, support and finance.

Winning a Whitley Award means becoming part of a network of other winners around the world.

The very best Whitley Award winners reapply to us after the conclusion of their first award for **Continuation Funding** to support project replication.

In the last 4 years*, a total of **£1.6 million** has been given to 27 previous Whitley Award winners, enabling the growth of projects where outstanding contributions to conservation are being made.

We have seen many winners outperform their original goals and go on to influence national and even international policy concerning natural resource use.



"Mexico needs its bats. There are some 50 million Mexican Free Tail Bats in the north and a million of these will eat ten tonnes of insects in just one night. If these bats didn't exist, the region's crops would be destroyed by insects in less than a month."

**Dr Rodrigo Medellin,
Mexico.**

Campeche, Mexico – Thousands of Broad-tailed Free Tail bats emerge at dusk from the Calakmul cave. Mexico is home to 140 species of bat and **2004 Whitley Award Winner Dr. Rodrigo Medellin** is their greatest champion. Suffering from years of habitat loss and persecution, their populations have declined dramatically. However, winning a Whitley Award has enabled Rodrigo to turn the tide in favour of bats, allowing him to carry out education and conservation activities that would otherwise not have been possible. Critical to his success has been making people aware that not all bats are vampiric but rather most are harmless and need our help. The many different varieties provide invaluable ecosystem services, such as pollination, seed dispersal and control of insect populations across Latin America.

Friends – helping us fund more Whitley Award winners

Your support as a **Friend** is crucial in enabling WFN to continue to fund innovative conservation work that benefits wildlife and people where it matters most.

Unlike other charities, WFN provides a **direct link between donors and conservationists** from around the world. We offer Friends the unique opportunity to meet and speak to their winner after seeing them receive their award at the annual Whitley Awards Ceremony. For many, this represents a **priceless opportunity** to discuss the issues personally with those working at the forefront of conservation.

Our annual target for the Friends of WFN is £100,000. Help us achieve it!

From this target WFN can:

- Support a **Whitley Award donated entirely by the Friends of WFN**.
- Offer **Continuation Funding** to ensure the most successful previous winners can apply again for further critical support.
- If we reach our target, we can introduce a **second** Whitley Award donated by the Friends of WFN

WFN is dedicated to the cost effective support of nature conservation around the world. As much of your donation as possible goes direct to leaders on the ground and only what is necessary is used for the administrative support of WFN and the sound monitoring of projects – never more than 15% but often a lot less.

We need your help

WFN is an independent charity and it is only with the support and generosity of our **Friends** and other donors that we are able to sustain, grow and secure the future of the critical conservation work that our outstanding leaders are engaged in throughout the world.

All those who give to WFN become valued Friends and receive:

- Our regular newsletter to hear the latest from the Whitley Award winners around the world.
- Invitations to events held during the year, such as informative and inspiring talks by our visiting winners.

An annual donation of £300 allows Friends to receive:

- Two invitations to the next Whitley Awards Ceremony attended by HRH The Princess Royal.*
- *Priority* invitations to the events held during the year.
- Acknowledgement of your support in the Whitley Awards Ceremony booklet.

* Friends wishing to use only one invitation to the Awards Ceremony can register for a reduced annual donation of £150.

WFN raises all of the funding that it disperses each year – **we rely entirely on donations**. We welcome and value enormously donations of all sizes, from £10 to £50,000. We are also extremely grateful to those who give in kind, or so generously offer their time and expertise to support the work of WFN.

As a Friend donating £1,000 you will receive, in addition to the benefits above:

- Three further invitations for the next Whitley Awards Ceremony, for three named guests.
- An exclusive opportunity for you, plus one guest, to meet the winners of the Whitley Awards at a private dinner prior to the Awards Ceremony.

As a Friend donating £5,000 and above you will also receive:

- Two further invitations for the next Whitley Awards Ceremony, for a total of five named guests.
- Additional unique opportunities to develop closer links with, and learn more about, the work of our dynamic and innovative conservation leaders.



“We want to impact the whole of Fiji and this now seems possible given the government's plans to return control of hundreds of traditional fishing areas to local communities to manage as marine reserves. The community is integral to the planning - and this is what makes the system work.”

Alifereti Tawake, Fiji

Macuata, Fiji – In Fiji, when a local chief dies, his people will stop fishing for a hundred nights. The size of their first catch when they return to the sea is a sign of the chief's power and status. **2004 Whitley Award winner, Alifereti Tawake**, is drawing on such traditional practices to enable local communities to manage their own marine resources and utilise them sustainably. Alifereti's popular approach has proved to be a huge success, not only increasing the abundance of fish and marine species, but also the wealth of Fiji's coastal communities, improving livelihoods and increasing resilience to poverty.

**I would like to become
a Friend of the Whitley Fund for Nature**

I would like to donate
£300 £1000 £5000 Other

Name

Address

Email

Donations

Donations can be made by cheque payable to
The Whitley Fund for Nature
or online via our website www.whitleyaward.org

Gift Aid

With Gift Aid we can increase the value of your donation by 28%. To enable us to do this please tick the box below:

I would like the Whitley Fund for Nature, Registered UK Charity number 1081455, to treat all donations made by me in the last six years, and all future donations from this date onwards as Gift Aid until further notice. I confirm that I am a UK tax payer and the amount of income tax and/or capital gains tax I pay each year exceeds the sum of tax to be reclaimed in the tax year.

Signature

Date

Please tick here if you would **not** like to be named as a donor on The Whitley Fund for Nature website, Award Ceremony booklet and other materials.

Donating to WFN if you are a US and UK Taxpayer

If you are a US citizen but work in the UK you can make a donation to us tax efficiently by going through the CAF American Donor Fund and claim a double benefit - a tax deduction for the full value of the gift in the US plus the tax benefit under the Gift Aid legislation operating in the UK. The CAF American Donor Fund is a UK charitable company registered with the Charity Commission in England and Wales, and fully owned by CAF America; if you would like more information about giving through the CAF American Donor Fund please visit – www.cafonline.org/americandonorfund.



Please note our new address:

6 Walmer Courtyard
225 Walmer Road
London
W11 4EY

WFN Friends – Connecting you to Conservation

Patron:

HRH The Princess Royal

Vice Patron:

John Laing

Trustees:

Sir David Attenborough, Tim Dye,
Catherine Faulks, Edward Whitley

Director:

Georgina Domberger

Friends Committee:

Catherine Faulks (Chair), Susanna Bell,
Sally Benthall, Anne Buckens, Clare Carolan,
Katie Christie, Sarah Havens,
Maggie Macfarlane, Annie Newell.

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WHITLEY
FUND FOR NATURE

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